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file
MERIT
P-1-J

To: · R. Stirlen
From: · C. Gillis
Subject: · GIFT FOR THE MERIT LIGHTER SURVEY

Date: November 16, 1981

The attached book entitled "The New Roget's Thesaurus" is the free gift we plan to use in the Merit free lighter consumer offer. All consumers who receive postcards, complete them and send them back to "Merit Cigarettes" will receive the gift.

The availability of the 4,500 books we ordered from the publisher is immediate with a two - three week order-processing period. All books and postcards will be sent to Mel Poretz of National Profit Sharing for fulfillment of the program. NPS will produce the labels from the postcards received and ship the books via third class bulk mail. A sample of the "Jiffy Padded" shipping bag is attached.

A breakdown of the expenses involved is shown here:

<u>ITEM</u>	<u>PROGRAM COSTS</u>
<u>Berkley Book, Publisher</u>	
The New Roget's Thesaurus (4,500 books at \$.78 per copy)	\$ 3,510.00
Freight charges	50.00
<u>National Profit Sharing*</u>	
Service Fee (4,500 books at \$.25 per order)	112.50
Postage (4,500 books at \$.37 per order)	166.50
Mailer (4,500 books at \$.14 per order)	62.00
	<u>\$ 3,901.00</u> TOTAL

* The program costs shown for NPS assumes we utilize all of the books ordered.

Should you have any questions or require additional information, please advise.

/ra

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